



“Title: Consumers demand and factors that affect their behavior in products – A special in the clothing sector”

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I hereby declare that the work submitted is mine and that where I have made use of another's work, I have attributed the source(s) according to the Regulations set in the Student's Handbook.

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Abstract

This dissertation was written as part of the MSc in Management at the International Hellenic University.

Introduction: Consumer behavior is directly linked to quality of products and services, leading to increased customer loyalty, improved profitability and long-term sustainability, through the application of appropriate marketing strategies based on customer-centric philosophy.

Aim: Aim of this thesis is to explore the attitudes and views of fashion customers in the city of Thessaloniki regarding the respective services, taking into account the specific dimensions of buying behavior and a range of demographic variables.

Methodology: In order to achieve the research objective, a specific questionnaire on consuming behavior was **shared** and filled by 140 fashion customers in Thessaloniki, which data were then processed statistically.

Results: The brand name and the price are considered the most significant leading factors of the consuming behavior, while also important factors is the quality of the clothes and personal reasons.

Conclusions: consumers tend to be more confident in branded clothes when the features are all the same, as this reduces the risk of failure of their choice. What really makes consumers choose a brand is the perceived value of the product, how they have the brand and the product in their eyes, which is often different from reality.

Keywords: consumers, behavior, fashion

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Introduction

The clothing industry has grown significantly in recent years basically due to the rapid growth of the fast-fashion industry which has highlighted the need for production on the basis of changing market demands. The clothing industry has developed internationally, particularly over the last 20 years, with its boundaries expanding continuously. The changing dynamics of the fashion industry has led to changes in its key features, with most important the reduction of mass production, the increase in the number of fashion seasons and the modification of the structural characteristics of the supply chain. These features have forced retailers to demand lower costs and high degree of flexibility in design, quality, delivery and the speed at which a product reaches the market. Under these changes the consumers' behavior has also changed. Consumer behavior is one of the most important concepts of modern marketing and, at the same time, it is a critical process for understanding consumer trends and the development of individual promotion and communication processes.

The subject of a consumer behavior study references to the investigation of the way in which the individuals make their purchasing decisions and the factors that influence how these decisions are made and the study of the behavior of the consumer after the purchase. In essence, the above topic tries to answer the following questions:

- Why do the consumers buy a product?
- How do the consumers buy the product?
- How do the consumers use the product?
- How do the consumers evaluate a product after its purchase?
- How are the consumers exempted from the product after its use?

According to Hawkins et al. (2010), "buying behavior is the process of a positive or negative approach to a product by a consumer. This process is based in everyone's way of life and how the individuals experience in life affects them in their consuming actions". A more in-depth definition teaches us that consumer buying behavior is: "all product-related activities, thoughts and effects that occur before, during and after the

purchase of a product, such as by buyers and consumers of products and services and as well as from those that influence the market" Howard (1977).

The concept of purchasing behavior refers either to the personal viewpoint based on the needs of the consumer, either in the consumption process for purposes of demonstration, but also on personal projection in the social environment. Finally, buying behavior as a classification affects the consumer as he buys based on the choices of his social environment.

According to the above, the purpose of the thesis is to investigate the factors that determine the consuming behavior of clothing industry customers. The ultimate goal of the study is to examine the customer satisfaction determining factors in the clothing industry, based on certain quality dimensions, so as to draw useful conclusions about the proposed marketing strategies that can be followed by the respective businesses. In order to achieve this research goal, a questionnaire will be built exclusively for the research objectives and will be distributed to a Greek population sample.

The significance and originality of the study is that it has not been repeated to consumers since the economic crisis in Greece. The subsequent reforms have resulted in a significant change in the buying conditions of Greek consumers, always correlated with a change in their salary level. Consequently, this research is considered to be original and is considered to contribute significantly to the study of the consuming behavior in the current social conditions.

Chapter 1

Theoretical background

1.1 Approaches to the Theory of Consumer Behavior

Consumer behavior has been a separate field of marketing since 1950. Businesses had to recognize the causes of consumer behavior so they can increase their sales. The contribution of social scientists to this endeavor is great, as social research combined with psychology, economics and sociology has been able to identify the key factors influencing consumer decisions. Thus, it is now a fact that businesses are trying to produce products that consumers want.

The term consumer behavior refers to the study of the processes that take place when groups or individuals choose, purchase, use or reject products, services, experiences or ideas to meet their needs and desires. A consumer can be anyone, a child or a manager of a company. The element consumed can be also anything from food to music and from needs such as hunger to spiritual integration that is satisfied through consumption (Solomon 2014).

Another definition of consumer behavior comes from American Marketing Association where the behavior of the consumer is considered as "the dynamics of emotion and knowledge, behavior and the environment through which people engage in their lives" (Olshavsky, 1985). More simply, one could say that consumer behavior theory is a systematic observation of buyers' positions answering questions about the type of products they buy, the cause of the purchase, the time and place of the purchase as well as the purchasing frequency.

Consumers have many different roles in the market and can change their consuming decisions according to the situation they are at the time (Creusen & Schoormans,

2005). The criteria they use to evaluate products and services when they are in a role can be very different from those used in another role. Consumers can be categorized as selectors, seekers of pleasure, identity seekers, victims, rebels and activists (Garbarino & Johnson, 1999). A consumer can play all the roles mentioned above at the same time. In addition, segmentation of the market is important for businesses to know which consumers they are targeting. Effective market segregation represents those parts whose members are similar in some characteristics but different among consumers coming from other segments. A company can focus on only one or more parts, depending on its goals and resources. When a company follows a mass market strategy it has the ability to completely ignore the differences between the segments. In any case, if a business wishes to improve its chances for consumers to buy their products must target different market segments (Sudbury-Riley & Kohlbacher, 2016).

1.2 Factors that affect consumer behavior

1.2.1 Cultural factors

The cultural factors associated with buying behavior are beliefs and ideas that determine to a significant degree the individuals thinking and influence their behavior as consumers. The culture of a people also affects the way it operates within that particular society and contributes in a way in its choices (Durvasula et al., 1993). Of course, the context in which individuals develop is also affected by secondary subculture around which life is organized. Another cultural factor is the class to which the individual belongs. A person's position in society can be influenced by a number of factors, such as the level of income, occupation and residence.

1.2.2 Social factors

Other factors that often affect the behavior of the consumer are the social ones. People often work within social groups such as family, work and friends. The reference groups of individuals can have a direct or indirect effect on the person's future

behavior. Often consumers have different roles in society, their position in the participating groups is determined by their roles and thus often consumers choose to buy products according to these roles (Moschis & Smith, 1985).

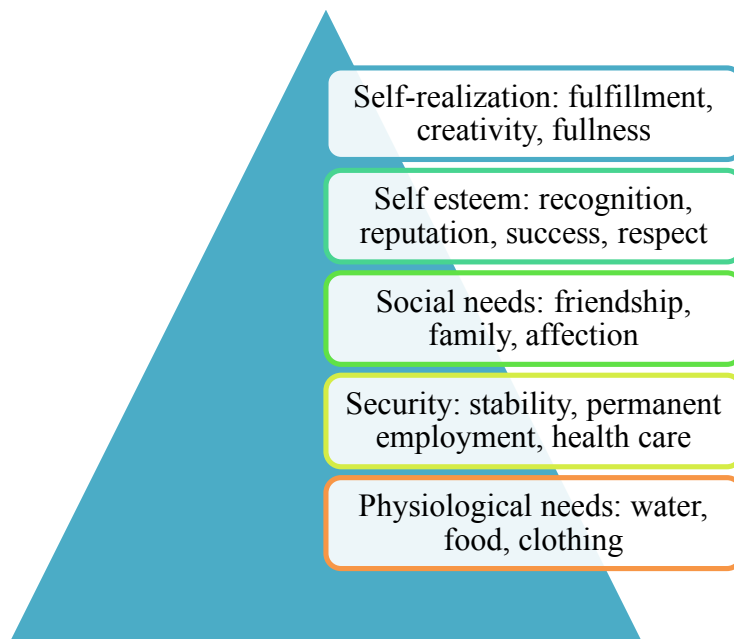
1.2.3 Personal factors

Personal characteristics of consumers affect consumer behavior. As such, it may be age, as different needs for goods and services are shaped in every different phase of the life of a consumer. The profession of people in society also seems to influence the consumer model according to Vinson et al. (1977). Also the economic conditions of individuals influence their choices for products. The income of individuals must be available for consumption the savings, influencing to a large extent the choice for goods according to the person's orientation (Vinson et al., 1977). In addition, income also determines the consumer's lifestyle and hence the purchasing pattern they reproduce.

1.2.4 Psychological Factors

Psychological incentives that affect consumer behavior are rational and emotional, so buyers can often be driven to product purchasing for self-satisfaction, fashion trends following and aesthetic stimulation. In addition, other incentives that can push consumers into a product purchase are their inclusion in a particular group, increasing of their prestige and satisfaction they can get through product consumption (Kahle & Kennedy, 1988). Maslow's Motivation Theory (1954) responds to another approach to the psychological factors that affect consumer behavior. The different needs of people act as catalysts in their behavior in order to satisfy them.

Figure 1: Maslow pyramid of needs



At the same time as the individuals they meet their needs, people want to feel enjoyment from them and so consumers can prevent the creation of unpleasant feelings by buying goods.

1.3 The sociological approach of fashion

In recent years, fashion has invaded people's everyday lives, playing a key role in consumer decisions. Fashion is not a new phenomenon, but a historical event that evolves according to the historical age and the socio-economic conditions of each period. At the same time it is influenced by the cultural differences of the nations and the dominant ideology that prevails.

A well-known definition of fashion comes from Sproles (1981), which defines it as "a cyclical transient phenomenon, which consumers adopt for a certain time and a certain situation". In addition, he considers that fashion is the style of a whole era with a basic determinant that most of the population adopts it. Fashion is evolving into the

modern world according to the product life cycle (adoption, growing acceptance, mass expansion and inevitable decline).

Seeking a more complete definition of fashion, including a sociological approach to the subject, the definition given by Simmel (1957) can be used: "Fashion is a form of imitation and therefore a form of social equation, but, paradoxically, through its uninterrupted rotation it provides the possibility of temporal differentiation and social separation between social classes. The elite start a fashion, and when the mass imitates it in an attempt to wipe out the class's external distinctions, it abandons it for a new one. This process is accelerated by wealth increase. The notion of fashion is not found in societies where there are no racial and class discriminations ".... "A lot of forays signifies the lack of personal freedom and therefore characterizes the women and the middle class, of which social freedom is accompanied by a strong individual submission. Finally, certain forms of fashion are characterized as classic making them non-subject to changes".

It turns out that fashion is a powerful weapon in the disorientation of the consciousness of the classes by drawing them into a confusing equation, ignoring their goals and their position. Apart from the above dimension of fashion, the choice of clothing always has the dimension of the beauty without this being a blunt element in modern societies. In addition, buying and using fashion products functions as an element for the social integration of individuals and works to improve communication conditions while also achieving personal well-being (Leiss et al, 1990).

Therefore, the choice of clothing and footwear often involves elements related to the expression of inner self and emotions, as well as the ability to declare how others behave towards the person using fashion products (Azuna & Fernie, 2003). In particular, the garment market is very often associated with the identity market according to the values of marketing of each specific brand name (Tokatli, 2008). Kamenidou et al. (2007) claim that clothing is an international code that allows the creation and understanding of messages and the declaration of participation in specific social groups. Famous garment companies show a certain lifestyle in

marketing as a way to showcase and integrate the clothes they produce. Consumer preferences are largely determined by fashion trends as presented by garment companies, which often change at the time of a year.

1.4 Literature review

Most fashion clothing manufacturers try to bridge intercultural differences and build a cultural unity among consumers. The context in which businesses try to stimulate consumer interest in fashion garments is based on the company's strategy, customer-centric philosophy and the self-esteem of brand names.

The subject of consumer behavior towards fashion and in particular the criteria and factors that drive the individuals to buy clothes is something that interested researchers and academics have over the years. Ravandi & Valizadeh (2011), presented the results of various researches on the criteria that affect how consumers assess their decisions in buying or not clothes. The criteria were divided into two categories:

- Internal criteria, which are concerned to the product and cannot be changed without altering the nature of the product.
- External criteria, which are concerned to the manufacturer or the shopkeeper and are not part of the nature of the product.

Internal factors are related to the composition of the product, the daily behavior of the product (comfort, care, washing, color durability, strength and size), the quality of the product (fabric, construction, material nature) and how much the style of the product represents the personality of the person.

The external criteria are related to price, brand, country of manufacture, shoppers' behavior, product warranty, storage space in the wardrobe, acceptance from the social environment, the image of the shop as well as the location of the department where the product is located inside the store.

Cardoso et al. (2005) conducted a survey among Portuguese and Greek consumers. The three main pillars of the survey were to identify the factors that affect clothing purchasing, consumer behavior when shopping and the selection criteria for different clothing brands. The survey revealed that there are no significant differences between Greek and Portuguese consumers as to the factors that affect dressing choices. The results show that advertising in magazines, intimate advice, social groups as well as the store environment are the main factors influencing the clothing purchasing. Most consumers prefer to make purchases on their own because it gives them more freedom and more independence in their choices. The low price, comfort, good design and good quality are the four main criteria that influence the choice of garment purchase. In addition, they concluded that the brand of the garment does not play the most important role in choosing clothing, which result goes hand in hand with other researches.

Floret and Procházka (2007) presented the results of a survey on the priority of the criteria for clothing selection in the Czech Republic. The survey revealed that households in the Czech Republic put quality as a priority in the choice of clothes. In addition, the price of the product was a primary criterion in some cases when households had a low monthly budget. At the same time, the survey showed that the majority prefer to purchase clothing-footwear purchases from specialized stores, which at times also make big offers. In the countries of the former Eastern bloc, people and women in general dedicate the largest proportion of family income to improving their outward appearance. The same survey had also highlighted an interesting aspect of consumer behavior in the country, which states that families are targeting discount markets or large discount stores for their food purchases, which proves that food is somehow second to mind when it comes to spend money on clothing selection.

Another important factor in selecting garment is the agreement of the product with the person's perceived identity for himself and the image he wishes to present to its surroundings (Hines & Bruce, 2007). Advertising in magazines as well as the price of the garment or footwear can be a critical point for the consumers purchasing decision

(Kamenidou et al., 2007). The need people to buy a variety and quantity of clothing due to the daily occupational and social obligations of in today's times in relation to low wages has led consumers to be more financially scrupulous in their choices. Along the way through magazine advertising they are informed about possible offers as well as new imports of clothing with greater immediacy than would provide them another source of information.

The study by Rajput et al. (2012) examines the effectiveness of different marketing strategies in the clothing and footwear industry in India. In particular, the study examines the determinants of consumer behavior and their impact on the intentions of buying fashion garments in relation to brand image and market perception. The data were analyzed by the method of Factor Analysis and involved a sample of 217 respondents in the 18-45 age group. The brand names examined were eleven and concerned clothing companies in Mexico.

The results reveal that social, cultural and personal factors affect consumer intentions. A central point of this research was the discussion of the economic and cognitive factors associated with the criteria for choosing a particular brand. In particular, fashion lovers usually support specific retail outlets and brand names while investing time and money to find a profitable market. In addition, the survey revealed a positive effect of stores appearance and brand name on consumer preferences for garments.

In another survey, it has been found that the majority of young consumers tend to be less concerned about the product brand, the shops and the services they can offer, but are interested in the price, and thus are mainly targeted at supermarkets where they can buy daily clothes such as jeans and more casual outfits at attractive prices (Ross & Harradine 2010). This behavior has led to increased sales of clothing through supermarkets, creating a new category of purchasing customers. It is clear that a large proportion of the younger generation now prefers not to waste money on clothes but on everyday needs, entertainment or electronic gadgets that are the fashion of the 21st century. Clothes in already developed countries such as Great Britain are second to consumer consciousness, especially on young students.

In Korea, a survey was conducted that investigated the factors that influence shopping selection and consuming criteria for buying clothes. The results showed in a total of 317 women surveyed that 4 are the most important factors affecting female consuming behavior in the choice of clothes. These factors are price, quality, and fashion of the time as well as social status. On the other hand, the criteria for choosing a store and generally the place where the individuals will make their purchases is more about the behavior of shop vendors / shoppers, the service that is provided and the atmosphere of the store (Je, 2011).

Another research has shown that the environment can also influence consumer behavior. In an experiment involving 291 buyers in the UK showed that when the shop was not groomed, the consumer tended to infect the shop also itself. If there was a problem with the store's parking lot, several consumers were violating signage. Based on this study, the researchers concluded that the more groomed easily accessible and clean was the shop, the lower the inappropriate customer behavior (Bossuyt et al., 2016).

Islam & Aktar (2013) surveyed a sample of 200 people in Bangladesh and presented 6 factors that affect a total of 53% of consumers in choosing clothes to buy. Thus the brand of the product, the brand status, the attitude of the company, the self-esteem, the reference group and the willingness to pay goodwill are the criteria that consumers place on the clothing and footwear purchasing. Bangladesh is a less well-developed country, so there are few people who have the financial capacity to support such expensive clothing purchases, so they may wish to stand out. One might argue that low education can play a key role in the motivation of individuals who want to differentiate and excel over the majority through the status of the brand.

However, there is still a form of sensitivity in the consciousness of some consumers who prioritize the company's general attitude. Many companies are manufacturing their clothes in third countries, as is Bangladesh, where, unfortunately, working conditions are not always ideal. It makes sense being observed high sensitivity in these

societies and companies that promote better working conditions to acquire in consumers' consciousness a particular lead in their products compared to others.

Pereira et al. (2010) conducted a survey in Portugal on a sample of 221 people and highlighted five factors based on people's personal lives affecting consumers in choosing clothing and outfits. The variables examined by the researchers were associated with a series of demographic characteristics, such as the salary, profession and the marital status of the participants. The results showed that the first factor in the scale is the profession, followed by family status, critical thinking, age and gender. As mentioned in previous research, life's rhythms have become exhaustive and people spend most of their daily lives at their workplace. It is natural, as evidenced by the results of the survey, that the nature of the profession is a key factor determining how the individuals choose to dress, as clothing in many occupations requires them to be compatible with its nature.

Another study which was conducted in Shanghai focused on different behaviors in consumer decision making. The sample consisted of 161 students. The results showed that among the six variables found to influence consumer decisions, five factors of the Sproles and Kendall model from the eight original ones were confirmed (satisfaction in consciousness, perfection in consciousness, confusion with multiple choices, habit and brand confidence, price and value) (Kwan et al., 2004).

Chapter 2

Research methodology

2.1 Philosophy of research

Research and science are basic concepts of the search for general philosophical trends. A definition that can be given for science is the set of similar and related knowledge that is organized and structured in a system, in order to explain a specific field (Gill & Johnson, 2010).

The documented knowledge directly related to science is approached and founded through the laws of logic. According to Filias (2007), science has as main objectives to identify, describe and classify a series of observed phenomena and thereafter attempts to identify the causal and functional relationships that link these phenomena. The phenomena are the objects of science.

Science is trying to achieve its goals using research. Research can be considered as the search for answers to various questions through a systematic process (Harper, 2011). This systematic process that is followed by the scientists in order to define, classify and identify phenomena, so one can produce new knowledge, new objects or new reality can be considered as research. Another definition for research is that it is a system of values and principles that ultimately identify the pursuit of objective truth and the best solution to the daily problems of individuals. Research is not only subject to a philosophical stream, as various scientists follow different ontological positions. Thus the basic philosophical trends of the research are:

- Positivism: It is the school that believes that real knowledge is provided only by science and in particular by natural science and rejects metaphysics.
- Realism: It is the basic ontological position in which the world is real, has an objective reality and is not just a representation or a construct of the human

mind. Objects exist objectively and independently of our intellect and consciousness.

- Phenomenology: It is a philosophical movement based on the exploration of phenomena, that is, the things that are perceived consciously through the senses, and not the existence of anything beyond the limits of human consciousness.

These dominant philosophical currents have several differences that usually rely on accepting or not, the perceiving that human behavior is not sufficiently described with generalizations. However, the researcher is an active member of society and as such; his findings can always be related to some subjectivity. The present thesis has followed the principles of positivism in order to arrive at basic conclusions for the research questions it has set.

2.2 Research approach

The researcher can use different rules to achieve its science goals. This can be followed by an inductive process or a productive one. The principles of the induction method are based on the main objective of generating conclusions for the general set, by observing a subset. This method is widely applied in social and natural sciences. Key points of the method are the introduction of scientific hypotheses and the test of the conclusions drawn. This method cannot make predictions for the future, and its scientific findings should be examined based on the existence of the subjectivity of the researcher (Ellis & Flaherty, 1992).

On the other hand there is the productive method, which accepts certain assumptions that it processes through logic and links with conclusions. The present thesis will follow the induction method by trying to introduce appropriate hypotheses to determine whether they are valid and to draw specific conclusions for the population through the sample under examination (Cohen & Holliday, 1996).

2.3 Type of the research

The main types of research are two: qualitative and quantitative. Qualitative research is a systematic set of examining and drawing conclusions based on methods that address social and individual issues. Quantitative research is based on quantitative data based on a specific population using structured research tools. The quantitative results attempt to generalize the behavior of a particular sample in the statistical population (Creswell et al., 2003).

The scientific dialogue has not resulted in between qualitative and quantitative research. Their basic difference according to Newman & Benz (1998) is that in quantitative research, scientists use different data collection methods for the phenomenon under consideration, which will then be transformed into statistics so that one can test whether the used variables show interdependence or independence. The conditions for conducting a quantitative research are the existence of objective assumptions about the subject under consideration, reasonable thinking, reasoned research cases and impartial and reliable research data (Creswell et al., 2003). The characteristics of quantitative surveys are the analysis of quantitative figures through diagrams and statistical or mathematical methods. Quantitative research may be experimental or not (Creswell et al., 2003). The experimental method has a basic aim of identifying the interaction relationships between some variables without applying statistical techniques. Non-experimental quantitative research includes different types adapted to the aim of the research.

In contrast, qualitative research mainly studies cases (Creswell et al., 2003) and in particular, the researcher aims to study the subjective attitudes and personal experiences of individuals in relation to an issue in order to create new elaborated knowledge. Qualitative research has the potential to interpret the reasons of existence of a phenomenon and to understand them (Coffey & Atkinson, 1996). Qualitative research has different techniques that are used and some such as personal interview, case study and content analysis. Researchers are asked to choose each time the most appropriate method to use. Typically, qualitative research is more flexible in

design and focuses on process understanding. Conversely, the quantitative method is often associated with predictions and tests based on the existing theoretical background (Cassel & Symon, 1994).

This thesis will use the quantitative method as the most appropriate for achieving its objectives.

2.4 Research techniques

This thesis will use the quantitative method techniques in order to draw conclusions on consumer's behavior in relation to the purchase of clothes in Greece. In this subchapter we will seek alternative data collection methods in order to identify the most appropriate for the purposes of this study.

The techniques used by researchers in order to collect the data necessary for their research are different. Research may use case study or sampling techniques. Data may be secondary that are detected by searching in large databases or primary that are usually derived from interviews and questionnaires.

If the researcher chooses a case study, then he / she will collect data related to a specific unit and try to study in depth this particular unit. Typically, the source of data collection in this case is the secondary data. If the researcher wants to draw conclusions for the whole population on a particular issue, then he must choose to conduct a survey sample. The use of statistical tools in this case is deemed as necessary, and the researcher tries to construct a questionnaire so that respondents can answer it easily while at the same time the survey must be properly structured to gauge the perceptions of the sample.

This thesis will use a questionnaire to collect and process the necessary data in order to come up with concrete conclusions.

2.5 Research procedure

This research was conducted in the context of the dissertation on consumer behavior in clothing and is an ad hoc primary research. In order to achieve its objectives collected data from primary sources. The choice of using a questionnaire was judged to be the most appropriate because it has a low cost, is immediate and fast and the results are tangible. In any case, the use of questionnaires poses risks as respondents often do not answer questions honestly.

In order to reduce the problems posed by the questionnaires, due attention was paid during the preparation period. The research planning process included the following stages:

- Definition of research objects
- Selection between census or sample
- Selection of the sample size
- Data collection
- Encode of data to a PC in order to extract and analyze the results of the survey.
- Check of the encoded data

It was decided that a structured closed-ended questionnaire is easier to process, as the respondents can easily answer the questions asked.

2.6 Research tool

The questions were raised through the study of the literature on the factors that determine consumer behavior for clothing. Prior to its final release, the questionnaire was tested in 10 individuals in order to identify ambiguities and difficulties in completing it.

The questionnaire was distributed to the study sample which consists by residents of Thessaloniki. This questionnaire consists of three sections. The first part provides information on consumer habits through 2 multiple choice questions on the frequency of buying clothes and footwear, 2 divided questions for their purchasing period and their possible updating of fashion trends, and 2 multiple choice questions for the financial means of purchasing and the information about fashion trends. In addition, in this section, consumers' habits are outlined in 21 positions for the type of clothing they choose and their reasons for purchase.

In the second section, information is given about the preferences of the consumers by 36 positions about the type of clothes and footwear they choose, as well as various positions about what influences their choice. The type of questions used in this section is the Likert because it is considered as a useful, effective, reliable and valid measure of attitudes (Allen & Seaman, 2007) and because it integrates a degree of sensitivity and differentiation of responses, according to the personal beliefs of the respondents, while at the same time giving quantitative data. The Likert scale is still used because it helps participants to complete the questionnaires easily and quickly.

The third section provides information on the gender of consumers, their level of education, their age, their marital status, their income and their job characteristics.

2.7 Sampling procedure

The study sample consists of 140 people residing in Thessaloniki. Random sampling method was used, as each consumer had equal chances of being selected, and this excludes the bias phenomenon, while allowing the use of the probability laws to induce the sample from the population.

The questionnaire was distributed through personal interviews outside of clothing stores and on the commercial streets of the city (Tsimiski, Egnatias, Mitropoleos, etc).

2.8 Statistical tools

After collecting the answers, the researcher encoded the answers in order to process them. The statistical treatment that was followed was based on two kinds of analyzes, descriptive and inductive statistical analysis. In the descriptive statistical analysis, a graphical representation of the percentages resulting from the relevant frequency allocation tables will be implemented, while numerical data summation methods (descriptive measures), such as arithmetic mean and standard deviation, will be applied. In inductive statistical analysis, Factor Analysis is applied using the Varimax Rotation method. The software that was used in order to extract the survey results was the statistical package SPSS 20.0.

Factor Analysis is a technique that reduces research data with the primary purpose of more meaningful description and interpretation of the relationships found in a set of variables in an organized and simplified manner (Thompson, 2004).

The basic requirements for the application of this method of analysis are (Jolliffe, 1986):

- The variables are continuous.
- Existence of statistical correlation between variables.
- The number of variables should be large or sufficient so that each factor can include 2 or more variables.
- Large sample size (more than 80 people).

The key steps for conducting Factor Analysis are:

- Correlation matrix computation
- Factor extraction
- Factor rotation to achieve simple structure
- Interpretation

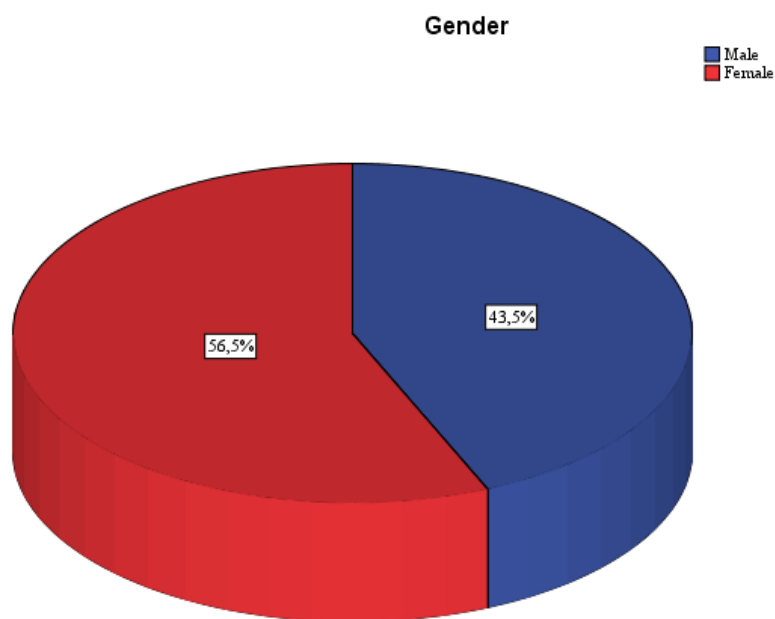
The results of this study were based on the Varimax Principal Component Rotation Method. Varimax method allows exported factors to remain uncorrelated (Jolliffe, 1986). The adequacy of the sample size was examined using the Kaiser-Meyer-Olkin coefficient (KMO), which reflects the magnitude of some correlations between the resulting factors that are required to be small (Costello & Osborne, 2005).

Chapter 3

Results

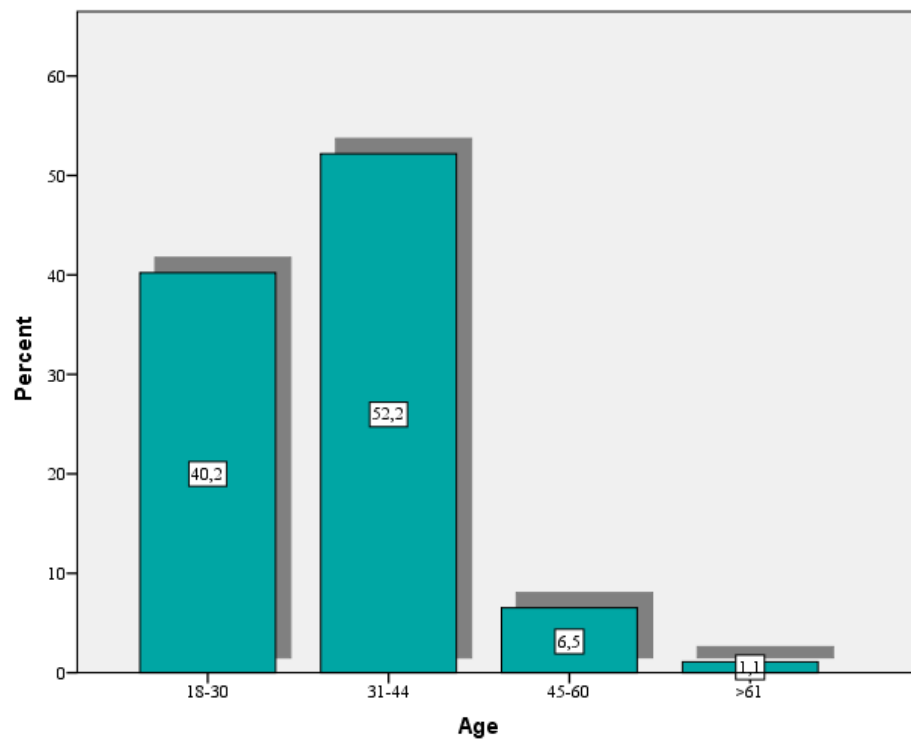
Starting the statistical analysis of the results and clarifying the characteristics of individuals composing the study sample, it is initially observed that the 56.5% are women and the remaining 43.5% are men.

Figure 2: Gender distribution



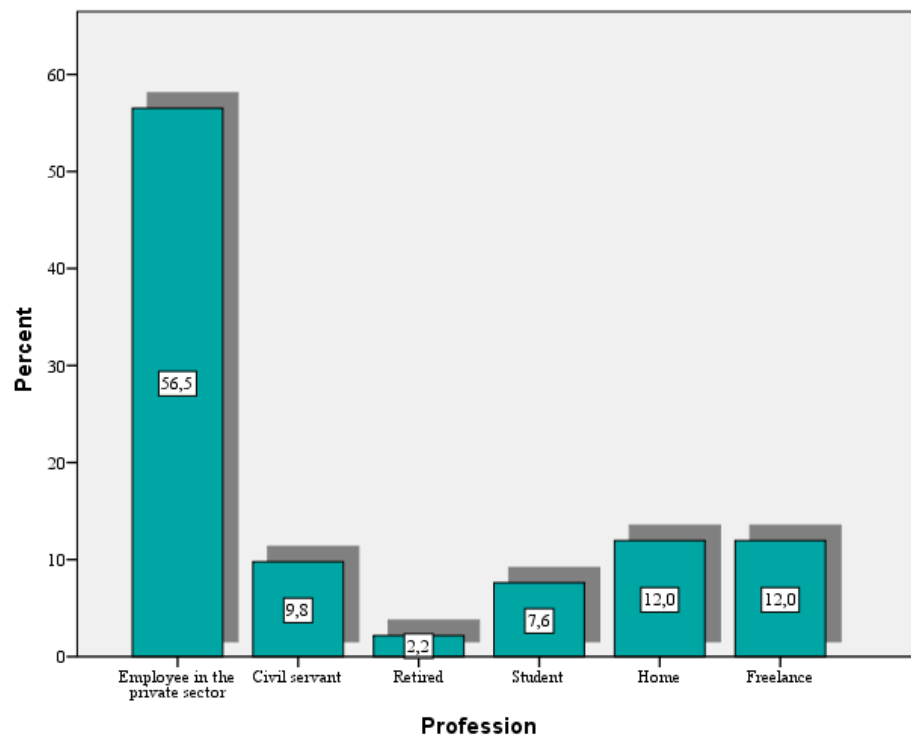
Regarding the age distribution of the study sample, it is observed that 40.2% of respondents are between 18 to 30 years old, 52.2% between 31 to 44 years old, 6.5% between 45 and 60 years old and only 1.1% are over 61 years.

Figure 3: Age distribution



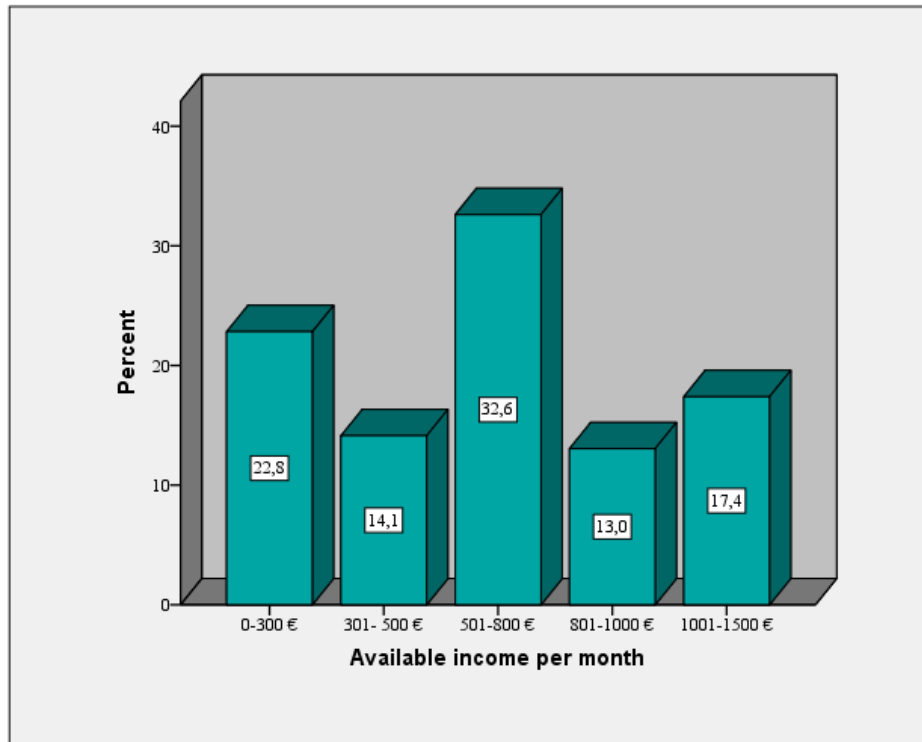
The majority of the sample, which accounts for 56.5% of the total sample, is employed in the private sector, 12.0% are freelancers, while 12.0% are householders. 9.8% are civil servants, while 7.6% are students and 2.2% retired.

Figure 4: Profession distribution



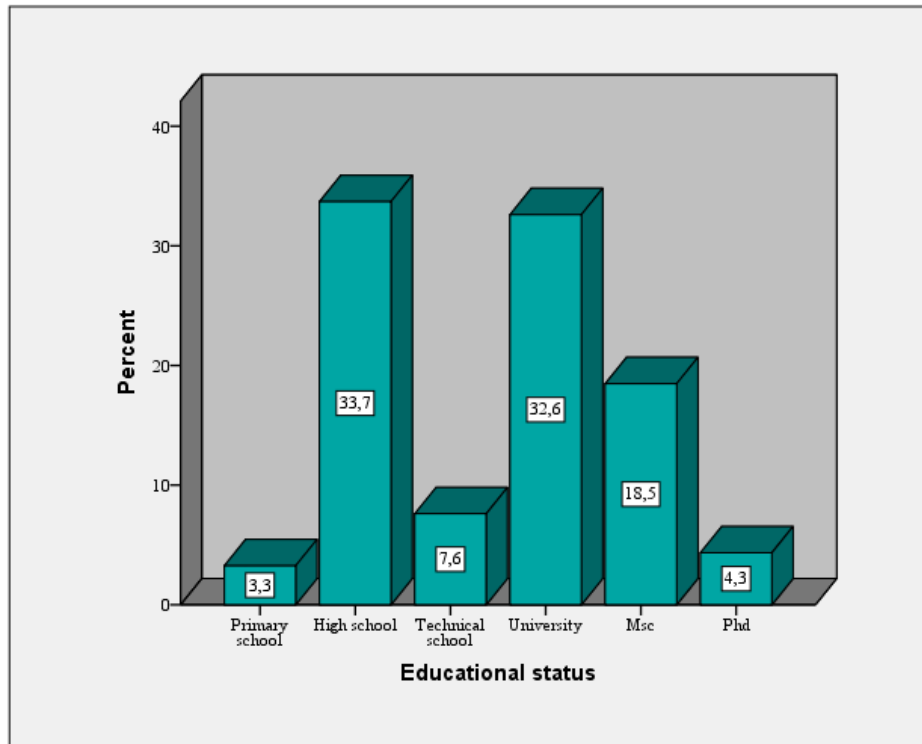
32.6% of respondents have monthly income of between 501 and 800 euro, while 17.4% have a monthly income of more than 1000 euro. 22.8% have monthly income of up to 300 euro, while 14.1% from 300 to 500 euro. Finally, 13.0% have a monthly income of 800-1000 euro.

Figure 5: Available monthly income distribution



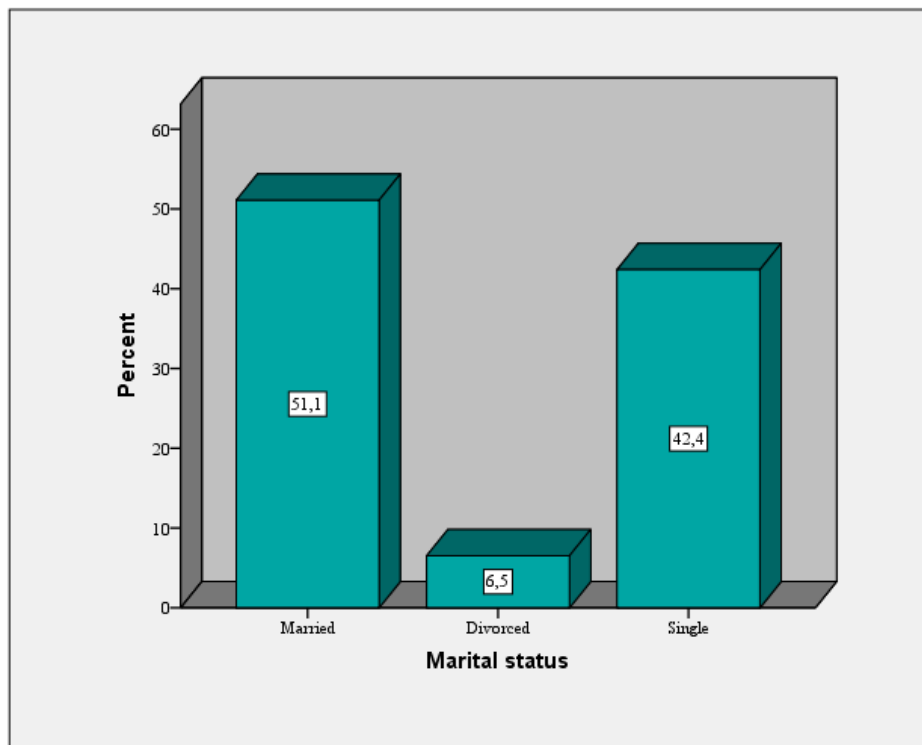
32.6% of the respondents are university graduates, 18.5% hold a master degree, while 4.3% hold a PhD degree. 3.3% of respondents said they have finished primary school, 33.7% high school and 7.6% are technical school graduates.

Figure 6: Educational status distribution



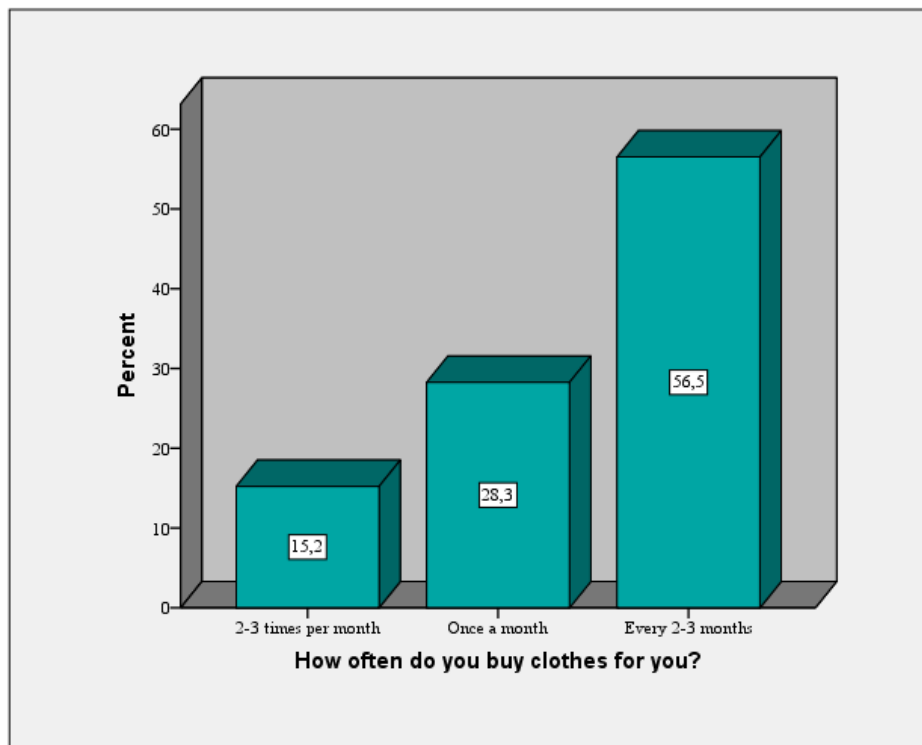
Finally, concerning the marital status of the participants in research, 51.1% of the sample is married, while 42.4% is single and 6.5% divorced.

Figure 7: Marital status distribution



In the following section, will be outlined the key positions of the participants in the research related to their consuming habits. The majority of the sample (56.5%), replied that buy clothes every two to three months, 28.3% once a month and 15.2% almost one or two weeks.

Figure 8: Clothing purchasing frequency

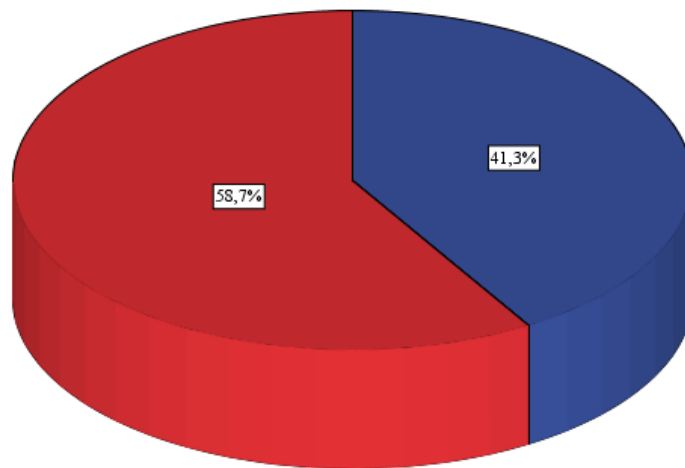


Also 41.3% of the sample replied that buy clothes only during the sales period, opposed to 58.7% who replied that buy clothes not only during the sales period.

Figure 9: Purchasing behavior towards sales

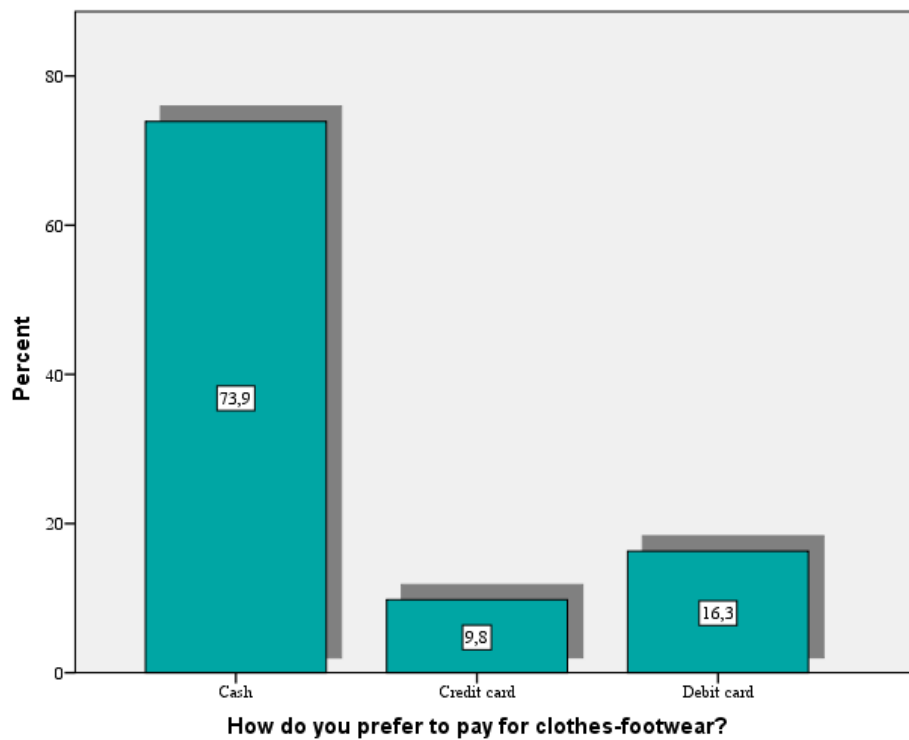
Do you buy clothes only during sales period?

■ Yes
■ No



As regards the way that the consumers prefer to pay for the purchase of clothes and footwear, the 73.9% of the sample reply that they prefer cash, 9.8% credit card and 16.3% debit card.

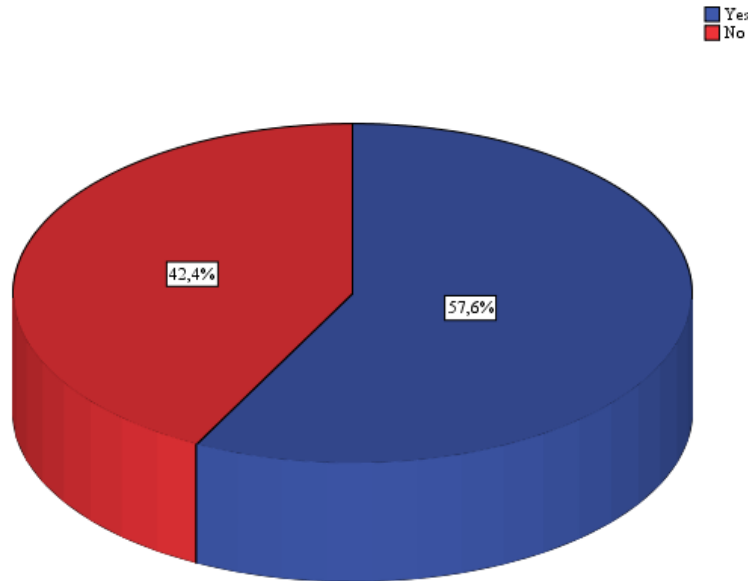
Figure 10: Paying method preferences



The next question that the sample responded it was whether they are informed about the new trends in fashion. The analysis of the responses showed that 57.6% of the sample is informed about fashion trends, while 42.4% is not informed about changes in fashion.

Figure 11: Fashion trends information

Do you get information about the recent fashion trends?



The next question is about the means used by participants to get informed about new fashion trends. 12.0% replied that they get informed by TV, 51.1% internet and 18.5 fashion magazines. 10.19% of the survey respondents are informed by stores' windows, while 15.2% in their travels. 17.4% of the respondents get update from their friends; while finally, 3.3% and 25.0% respectively are informed about the recent fashion trends from their family members and their colleagues.

Table 1: Fashion trends information methods

	%
TV	12.0%
Internet	51.1%
Fashion magazines	18.5%
Radio	0.0%
Stores' windows	33.7%
Fashion shows	0.0%
Travelling	15.2%
Friends	17.4%
Family	3.3%
Colleagues	25.0%

Table 2 describes the sample percentages of responses according to the factors that drive consumer's buying decisions regarding clothes and footwear.

Table 2: Percentage distribution of responses, means and standard deviation of the criteria that drive the clothes and footwear purchasing

	Not at all	Little	Moderate	Much	Very much	M	SD
I want to be attractive	10.8%	18.3%	24.2%	34.2%	12.5%	3.19	1.19
I follow fashion trends	32.5%	29.2%	30.8%	3.3%	4.2%	2.18	1.06
I want to improve my psychological state	17.5%	17.5%	22.5%	30.0%	12.5%	3.02	1.30
Sales	5.8%	8.3%	27.5%	38.3%	20.0%	3.58	1.08
Wardrobe renewal	10.0%	18.3%	32.5%	25.8%	13.3%	3.14	1.17
Social events	12.6%	35.3%	27.7%	16.8%	7.6%	2.71	1.12
When old clothes are damaged	2.5%	19.2%	14.2%	23.3%	40.8%	3.81	1.23
Advertising	59.2%	25.8%	5.0%	6.7%	3.3%	1.69	1.06
Salesman's behavior	36.7%	28.3%	18.3%	12.5%	4.2%	2.19	1.18
Gifts for birthdays and other occasions	10.1%	27.7%	34.5%	17.6%	10.1%	2.90	1.12
Remarks from my social network	57.1%	26.1%	12.6%	3.4%	0.8%	1.65	0.800
Due to my profession	25.0%	27.5%	28.3%	15.8%	3.3%	2.45	1.13

Table 3 presents the Rotated Component matrix of Factor Analysis, which will highlight the key factors that influence the purchase process of clothes and footwear.

Table 3: Rotated Component Matrix of the criteria that drive the clothes and footwear purchasing

	Factor Loadings		
	1	2	3
Advertising	0.870		
Sales	0.817		
Salesman's behavior	0.775		
Social events		0.811	
Gifts for birthdays and other occasions		0.789	
Remarks from my social network		0.693	
Due to my profession			0.832
I want to be attractive			0.737
When old clothes are damaged			0.657
I want to improve my psychological state			0.651

From the Factor Analysis processes using the specific part of the research tool there occur 3 factors that explain for 66.81% of the total variance of the variables and are:

1. Commercial reasons
2. Social reasons
3. Personal reasons

As can be seen from Table 4, the personal reasons ($M = 3.12$, $SD = 0.62$, for the clothes and footwear purchase are significantly more important than social or commercial reasons that have lower average score than personal reasons ($M = 2.41$, $SD = 0.72$ and $MM = 2.49$, $SD = 0.79$, respectively).

Table 4: Mean and standard deviation of the factors that drive the clothes and footwear purchasing

	M	SD
Commercial reasons	2.49	0.79
Social reasons	2.41	0.72

Personal reasons	3.12	0.62
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Table 5 describes the percentage distribution for the clothing selection criteria according to the sample responses.

Table 5: Percentage distribution of responses, means and standard deviation of the criteria of clothing characteristics

	Not at all	Little	Moderate	Much	Very much	M	SD
Price	3.3%	3.3%	15.8%	45.0%	32.5%	4.00	0.96
Color	3.3%	15.0%	14.2%	42.5%	25.0%	3.70	1.10
Fabric	1.7%	11.7%	27.5%	35.8%	23.3%	3.67	1.01
Body image	0.0%	3.3%	1.7%	45.8%	49.2%	4.40	0.69
Durability	4.2%	5.0%	34.2%	39.2%	17.5%	3.60	0.97
Quality	0.8%	1.7%	36.7%	35.0%	25.8%	3.83	0.86
Country of origin	47.5%	20.0%	20.0%	8.3%	4.2%	2.01	1.18
Style	0.0%	5.0%	5.8%	30.8%	58.3%	4.42	0.81
Casual	4.3%	10.9%	20.7%	28.3%	35.9%	3.80	1.16

Table 6 reveals the factors that influence the clothing selection criteria.

Table 6: Rotated Component Matrix of the criteria of clothing characteristics

	Factor Loadings		
	1	2	3
Style	0.799		
Body image	0.712		
Fabric	0.691		
Casual	0.617		
Country of origin		0.734	
Durability		0.705	
Quality		0.684	
Color			0.865
Price			0.682

The corresponding Factor Analysis showed that with the use of the specific part of the research tool there are 3 factors that explain 65,16% of the total variance of the variables and are:

1. Personal choice
2. Structure
3. Color / Price

It turns out that personal choice and color-price affect to a greater extent ($M = 4.17$, $SD = 0.64$ and $M = 4.19$, $SD = 0.63$ respectively) the selection criteria in relation to structure ($M = 3.15$, $SD = 0.72$).

Table 7: Mean and standard deviation of the factors of the criteria of clothing characteristics

	M	SD
Personal choice	4.17	0.64
Structure	3.15	0.72
Color / Price	4.19	0.63

With regard to stores selection criteria, most participants stated that they chose relatively more to buy clothes from chain stores ($M = 3.47$, $SD = 1.52$). Also, they often choose to buy clothes from department stores ($M = 3.15$, $SD = 1.24$) and stock stores ($M = 3.24$, $SD = 1.24$).

Table 8: Percentage distribution of responses, means and standard deviation of the criteria of stores characteristics

	Not at all	Little	Moderate	Much	Very much	M	SD
Well-known brands boutiques	28.6%	20.2%	30.3%	10.9%	10.1%	2.53	1.28
Department stores	13.4%	15.1%	27.7%	29.4%	14.3%	3.15	1.24
Stock stores	8.4%	21.8%	26.9%	22.7%	20.2%	3.24	1.24
Inexpensive stores	19.3%	21.8%	34.5%	13.4%	10.9%	2.74	1.22
Chains (Zara, H&M, Massimo Dutti, etc)	16.0%	16.0%	11.8%	16.8%	39.5%	3.47	1.52
Sportswear stores	16.8%	16.8%	28.6%	21.8%	16.0%	3.03	1.30
Online stores	32.8%	24.4%	20.2%	5.0%	17.6%	2.50	1.44
Flea markets	67.2%	10.9%	15.1%	5.9%	0.8%	1.62	0.99
Second-hand stores	76.5%	10.9%	6.7%	3.4%	2.5%	1.44	0.94

The Factor Analysis results depicted in Table 9 highlighted three factors for the choice of shops for the purchase of clothes, which account for 75.57% of the total variance of the variables and are:

1. Brand stores
2. Low cost stores
3. Flea markets

Table 9: Rotated Component Matrix of the criteria of stores characteristics

	Factor Loadings		
	1	2	3
Department stores	0.903		
Well-known brands boutiques	0.756		
Stock stores	0.564		
Online stores		0.752	
Inexpensive stores		0.692	
Chains (Zara. H&M. Massimo Dutti. etc)		0.630	
Flea markets			0.809

Table 10 presents the mean scores of the factors generated by the analysis. Brand stores ($M = 2.98$, $SD = 0.97$) are relatively more preferred than low cost stores ($M = 2.91$, $SD = 1.01$) and from flea market stores ($M = 2.33$, $SD = 0.78$).

Table 10: Mean and standard deviation of the factors of the criteria of stores characteristics

	M	SD
Brand stores	2.98	0.97
Flea markets	2.33	0.78
Low cost stores	2.91	1.01

Table 11 describes the frequency of the distribution of responses for the criteria that contribute to the positive evaluation of a store. The behavior of the staff or the owner ($M = 3.49$, $SD = 1.09$) is the most important criterion for a positive valuation of the store, while also flexibility in returns of products ($M = 3.31$, $SD = 1.33$). Less important role seems to have been the decoration ($M = 2.68$, $SD = 0.95$), the brand name ($M = 2.50$, $SD = 1.22$) and the location of the store ($M = 2.76$, $SD = 1.28$).

Table 11: Percentage distribution of responses, means and standard deviation of the criteria for positive evaluation of a store

	Not at all	Little	Moderate	Much	Very much	M	SD
Brand name	27.5%	23.3%	26.7%	16.7%	5.8%	2.50	1.22
Staff and owner behavior	4.2%	15.0%	27.5%	34.2%	19.2%	3.49	1.09
Decoration	10.8%	31.7%	38.3%	17.5%	1.7%	2.68	0.95
Music	37.5%	32.5%	20.0%	9.2%	0.8%	2.03	1.01
Location	20.0%	23.3%	30.0%	14.2%	12.5%	2.76	1.28
Flexibility in returns	14.2%	13.3%	21.7%	29.2%	21.7%	3.31	1.33
Offering a drink	65.0%	19.2%	9.2%	5.0%	1.7%	1.59	0.97

The Rotated Component Matrix shown in Table 12 identifies factors that contribute for the positive evaluation of a store.

Table 12: Rotated Component Matrix of the criteria for positive evaluation of a store

	Factor Loadings		
	1	2	3
Staff and owner behavior	0.802		
Brand name	0.739		
Decoration	0.710		
Location		0.871	
Flexibility in returns		0.641	
Offering a drink			0.879

Factor Analysis showed that with there are 3 factors that explain 75.57% of the total variance of the variables and are:

1. Service / Brand name
2. Accessibility & flexibility
3. Secondary benefits

Table 13 presents the mean score and the standard deviation of the factors that affect the positive evaluation of a store. The factor of service and brand name (M = 3.03, SD = 0.86) is the most important criterion for a positive evaluation of a store,

while the accessibility and flexibility factor ($M = 3.01$, $SD = 1.05$) comes second. Less important is the role of secondary benefits provided by the stores ($M. = 1.59$, $SD = 0.96$).

Table 13: Mean and standard deviation of the factors for positive evaluation of a store

	M	SD
Service / Brand name	3.03	0.86
Accessibility & flexibility	3.01	1.05
Secondary benefits	1.59	0.96

Table 14 presents the frequency of the distribution of responses to the criteria that contribute to the selection of clothes ultimately chosen and purchased by consumers. Casual clothes ($M = 3.83$, $SD = 0.98$) and sportswear ($M = 3.22$, $SD = 1.12$) are more frequent chosen than the other categories according to the mean scores of the sample. At the same time, the respondents replied in moderate level that they choose to buy clothes for their work ($M = 3.14$, $SD = 1.30$). Also, the sample replied that famous band's clothes = 2.86 , $SD. = 1.26$) and inexpensive imported clothes ($M = 2.61$, $SD = 1.25$) in lower degree.

Table 14: Percentage distribution of responses, means and standard deviation for clothing selection criteria

	Not at all	Little	Moderate	Much	Very much	M	SD
Famous brands	17.5%	24.2%	23.3%	25.0%	10.0%	2.86	1.26
Fake brands	61.7%	25.8%	6.7%	5.0%	0.8%	1.58	0.89
Sportswear	6.7%	20.8%	29.2%	30.8%	12.5%	3.22	1.12
Casual	4.2%	5.8%	15.0%	52.5%	22.5%	3.83	0.98
Enviromental friendly	23.3%	22.5%	31.7%	21.7%	0.8%	2.54	1.10
Greek origin	37.5%	32.5%	20.0%	9.2%	0.8%	2.03	1.01
Imported cheap	24.2%	25.0%	24.2%	19.2%	7.5%	2.61	1.25
Imported expensive	27.1%	39.0%	22.9%	7.6%	3.4%	2.21	1.04
.Evening clothes	55.1%	25.4%	15.3%	4.2%	0.0%	1.69	0.88
Professional	11.9%	22.9%	22.9%	23.7%	18.6%	3.14	1.30

The Rotated Component Matrix of the Factor Analysis of the clothing selection criteria is presented in Table 15.

Table 15: Rotated Component Matrix for clothing selection criteria

	Factor Loadings			
	1	2	3	4
Imported expensive	0.767			
.Evening clothes	0.749			
Sportswear	0.733			
Famous brands	0.732			
Imported cheap		0.846		
Casual		0.704		
Fake brands			0.763	
Enviromental friendly			0.727	
Professional				0.929

Factor Analysis showed that there are 4 factors of clothing selection explaining 72.57% of the total variance of the variables:

1. High cost clothing
2. Low cost clothing
3. Environmental friendly and imitations
4. Professional clothing

Table 16 presents the mean score and standard deviation of factors that influence the choice of clothes. Low cost clothes factor ($M = 3.22$, $SD = 0.92$) is the most important in relation to the other three, as is shown by the comparison of the mean scores. The factor professional clothing is also important ($M = 3.14$, $SD = 1.29$), showing that consumer choice for clothes is related to the amount usefulness in going to their job. Less significant role appear to have the environmental and imitation ($M = 2.06$, $SD = 0.78$) and high cost clothing factor ($M = 2.48$, $SD = 0.81$).

Table 16: Mean and standard deviation of the factors for clothing selection criteria

	M	SD
High cost clothing	2.48	0.81
Low cost clothing	3.22	0.92
Environmental friendly and imitations	2.06	0.78
Professional clothing	3.14	1.29

Table 17 describes the frequency of the distribution of responses to consumer aspirations through the clothing that they choose. The first aim of the participants is to increase their self-esteem ($M = 3.14$, $SD = 1.37$), followed by their desire to become attractive to others ($M = 3.13$, $SD = 1.30$) and in many cases they do not seek anything ($M = 3.11$, $SD = 1.39$) according to the mean scores of the sample. At the same time, the respondents replied that they choose their clothing because they want to feel unique in lower degree ($M = 2.88$, $SD = 1.47$). Also, the sample stated less that it wants to be innovative through its personal style ($M = 2.72$, $SD = 1.36$) or in fewer cases the respondents wish to comply with the rules of attire in their job ($M = 2.67$, $SD = 1.11$). Respondents do not seem to want to look like someone they admire, and therefore the rating of this position is very low ($M = 1.55$, $SD = 1.01$).

Table 17: Percentage distribution of responses, means and standard deviation for pursuits through clothing

	Not at all	Little	Moderate	Much	Very much	M	SD
Be attractive to others	11.8%	22.7%	26.9%	18.5%	20.2%	3.13	1.30
Be innovative	28.6%	12.6%	26.1%	22.7%	10.1%	2.73	1.36
Have confidence	17.5%	16.7%	17.5%	30.8%	17.5%	3.14	1.37
Be like someone I admire	72.3%	10.9%	7.6%	8.4%	0.8%	1.55	1.01
Be admired by my friends and family	38.7%	22.7%	21.8%	10.1%	6.7%	2.24	1.25
Feel unique	31.1%	4.2%	26.1%	22.7%	16.0%	2.88	1.47
Be socially approved	61.3%	18.5%	14.3%	2.5%	3.4%	1.68	1.03
To comply to the rules of my job	18.5%	26.9%	24.4%	29.4%	0.8%	2.67	1.11
I do not want to accomplish something	15.3%	22.0%	22.0%	17.8%	22.9%	3.11	1.39

Factor Analysis showed that there are four factors account for 73.98% of the total variability of the variables and are:

1. Recognition
2. Admiration / assessment
3. Acceptance
4. No pursuit

Table 18: Rotated Component Matrix for pursuits through clothing

	Factor Loadings			
	1	2	3	4
Be innovative	0.923			
Feel unique	0.810			
Be attractive to others	0.647			
Have confidence		0.895		
Be admired by my friends and family		0.761		
Be like someone I admire			0.851	
Be socially approved			0.765	
I do not want to accomplish something				0.949

The mean scores of the factors point out that consumers seem to have no pursuits for their personal style ($M = 3.11$, $SD = 1.38$), followed by recognition factor ($M = 2.91$, $SD = 1.16$) admiration and assessment ($M = 2.68$, $SD = 1.15$) and finally acceptance ($M = 1.16$, $SD = 0.86$).

Table 19: Mean and standard deviation of the factors for pursuits through clothing

	M.O	T.A
Recognition	2.91	1.16
Admiration / assessment	2.68	1.15
Acceptance	1.61	0.86
No pursuit	3.11	1.38

Finally, the last question put to the participants in research is the declaration of the preference of the country of origin of the clothes they choose to buy. 41.7% of the

sample responded to Italy's preference, while 36.7% to Greece's, while the 42.5% of the respondents show no specific preference.

Table 20: Proffered countries of origin of clothing

	%
Italy	41,7%
France	14,2%
Greece	36,7%
China	5,8%
Turkey	2,5%
Germany	10,8%
USA	25,0%
No preference	42,5%

Conclusions

Consumer behavior is a very important science field, the importance of which is far too great for the organizations, because through this are identified the consumer preferences as well as the consumer's characteristics and factors that influence and determine their buying behavior and their needs. Nowadays, the plethora of products that consumers have to choose is as big as their needs. Thus businesses are in a constant search for ways that will attract consumers and will stand out in their eyes from competitors.

A sector that plays a very important role in people's decisions is the fashion industry. In modern times, the speed of rotation of standards and behaviors and the total commercialization of most goods and services contributes catalytically to changing standards, resulting in attitudes and perceptions that few years ago were considered part of the culture or diversity to be considered as elements compatible culture and fashion. Thus, it is noted that fashion is a constantly changing phenomenon, which is a point of interest for the majority of people and is revealed through their search for the tendencies that each era determines. This is why companies are making an effort to constantly adapt to fashion, which is also evident from the fact that they tend to suggest more a style of life than a simple set of goods.

It is worth noting that the concept of brand name is an important factor that makes consumers choose a brand or not and whether they will remain faithful to that brand name. It is a fact that consumers tend to be more confident in branded clothes when the features are all the same, as this reduces the risk of failure of their choice. What is remarkable is that what really makes consumers choose a brand is the perceived value of the product, how they have the brand and the product in their eyes, which is often different from reality.

With regard to clothing and product branding, the competitiveness that exists is so great that it forces companies to combine a multitude of actions that will provide them with a place in the global fashion market. As can be easily understood, we conclude

that creating and securing a successful brand is a very important success factor, but at the same time it is distinguished by a great deal of difficulty, since companies should not rest, but constantly seek to be in harmony with changes fashion, to constantly notice their presence in the buying audience and to constantly focus on the consumer's approach by creating the "right product" each time for him

Regarding the limitations of the present research, there was a reluctance to fill in the questionnaires by respondents. The reason this happened was that those on the road did not have enough time to complete the survey. Moreover, the sample was limited numerically and geographically as it is mentioned only for the Thessaloniki region. At the same time, the questionnaire could include other factors that would relate to consumer expectations for fashion.

Through the results and constraints of this research, some new proposals are emerging that the future researcher should focus on. The motivation that pushes consumers into the specific clothing and footwear market can be explored more thoroughly. In addition, research could be extended more geographically so that there is a clear approach of the Greek population. It would also be extremely interesting to carry out an investigation between different European Capitals to show that culture and social inequality can influence the choice of clothes and footwear.

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Appendix

1. CONSUMERS' HABITS

1.1 How often do you buy clothes for you?

- ☐ Once a week
- ☐ 2-3 times per month
- ☐ Once a month
- ☐ Every 2-3 months
- ☐ Other:

1.2 Do you buy clothes only during sales period?

- ☐ Yes
- ☐ No

1.3 How do you prefer to pay for clothes-footwear?

- ☐ Cash
- ☐ Credit card
- ☐ Debit card

1.4 Do you get information about the recent fashion trends?

- ☐ Yes
- ☐ No

1.5 From where do you get information about the recent fashion trends?

You may choose more than one answer

- ☐ TV
- ☐ Internet
- ☐ Fashion magazines
- ☐ Radio
- ☐ Stores' windows
- ☐ Fashion shows
- ☐ Travelling
- ☐ Friends
- ☐ Family
- ☐ Colleagues
- ☐ I do not get information

1.6 Which are the most important factors that drive your buying decisions regarding clothes-footwear?

	Not at all	Little	Moderate	Much	Very much
I want to be attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I follow fashion trends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to improve my pshychological state	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wardrobe renewal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When old clothes are damaged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Not at all	Little	Moderate	Much	Very much
Salesman's behavior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gifts for birthdays and other occasions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Remarks from my social network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Due to my profession	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1.7 How important are the following criteria for buying clothes?

	Not at all	Little	Moderate	Much	Very much
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Color	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fabric	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Body image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Durability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Country of origin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Style	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Casual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. CONSUMERS PREFERENCES

2.1 What type of stores do you like visiting for buying clothes?

	Not at all	Little	Moderate	Much	Very much
Well-known brands boutiques	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Department stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stock stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inexpensive stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chains (Zara, H&M, Massimo Dutti, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sportswear stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Not at all	Little	Moderate	Much	Very much
Online stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flee markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Second-hand stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2.2 By which criteria do you positively evaluate a store?

	Not at all	Little	Moderate	Much	Very much
Brand name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff and owner behavior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decoration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flexibility in returns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offering a drink	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2.3 What clothes do you like buying?

	Not at all	Little	Moderate	Much	Very much
Famous brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fake brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sportswear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Casual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Not at all	Little	Moderate	Much	Very much
Enviromental friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greek origin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Imported cheap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Imported expensive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.Evening clothes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2.4 What do you want to accomplish with your dressing?

	Not at all	Little	Moderate	Much	Very much
Be attractive to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Be innovative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have confidence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Be like someone I admire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Be admired by my friends and family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feel unique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Be socially approved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To comply to the rules of my job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not want to accomplish something	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2.5 Which preferences do you have regarding the clothes' country of origin?

Up to three choices

- ☐ ☐ Italy
- ☐ ☐ France
- ☐ ☐ Greece
- ☐ ☐ China
- ☐ ☐ Turkey
- ☐ ☐ Germany
- ☐ ☐ USA
- ☐ ☐ No preference
- ☐ ☐ Other:

3. DEMOGRAPHICS

3.1 Gender

- ☐ Male
- ☐ Female

3.2 Age

- ☐ 18- 30
- ☐ 31-44
- ☐ 45-60
- ☐ >61

3.3 Profession

- ☐ Employee in the private sector
- ☐ Civil servant
- ☐ Retired
- ☐ Student
- ☐ Home
- ☐ Unemployed
- ☐ Freelance
- ☐ Other

3.4 Available income per month

- ☐ 0-300 €
- ☐ 301- 500 €
- ☐ 501-800 €
- ☐ 801-1000 €
- ☐ 1001-1500 €

- ☐ >1501 €

3.5 Educational status

- ☐ Primary school
- ☐ High school
- ☐ Technical school
- ☐ University
- ☐ Msc
- ☐ Phd

3.6 Marital status

- ☐ Married
- ☐ Widowed
- ☐ Divorced
- ☐ Single

THANK YOU